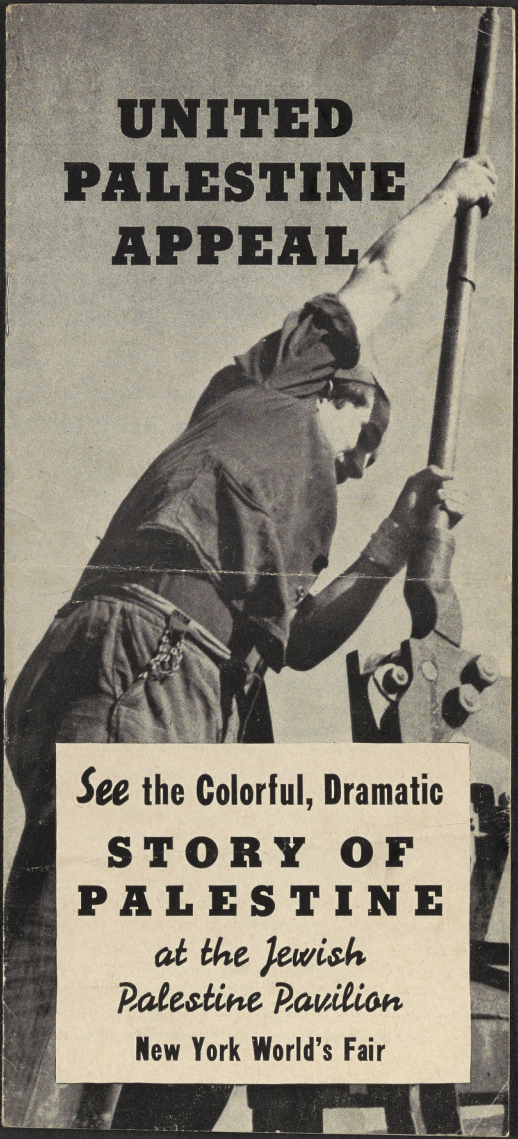
UNITED PALESTINE APPEAL



See the Colorful, Dramatic

STORY OF PALESTINE

at the Jewish Palestine Pavilion

New York World's Fair

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Palestine Pavilion—Symbol of a Land's Rebirth

From the moment one approaches the impressively simple architecture of the Jewish Palestine Pavilion at the New York World's Fair until one leaves the last of its information-packed halls, the visitor senses the vision and the idealism which animate the rebuilding of the Jewish National Home in Palestine.

In a land desolate and neglected for centuries, hundreds of thousands of Jewish pioneers have realized their dream of a better future for their people and have wrought miracles with their own labor: in town and country, with plow and pen, in agriculture and industry, in science and culture, in art and religion.

Swift images of heroic, self-sacrificing industry, animated by aspirations for social justice, pass before the eye of the visitor to the Jewish Palestine Pavilion. The record of twenty years, with its remarkable transformation of a land and a people, is in great measure the record of the two great national funds with which the rebuilding program has been spurred and executed: the Palestine Foundation Fund (Keren Hayesod) and Jewish National Fund (Keren Kayemeth). These agencies are combined in the United States into the United Palestine Appeal.

The following facts are a summary of what you will see in fascinating, colorful, dramatic form at the Jewish Palestine Pavilion:

THE United Palestine Appeal is the *only* authorized agency of American Jewry to finance the Jewish national reconstruction program in Palestine and to provide for the immigration and settlement in Palestine of Jews from lands of oppression.

The United Palestine Appeal is the *only* fund-raising instrument in the United States of the Jewish Agency for Palestine, the supreme Jewish authority for the rebuilding of the Jewish National Home.

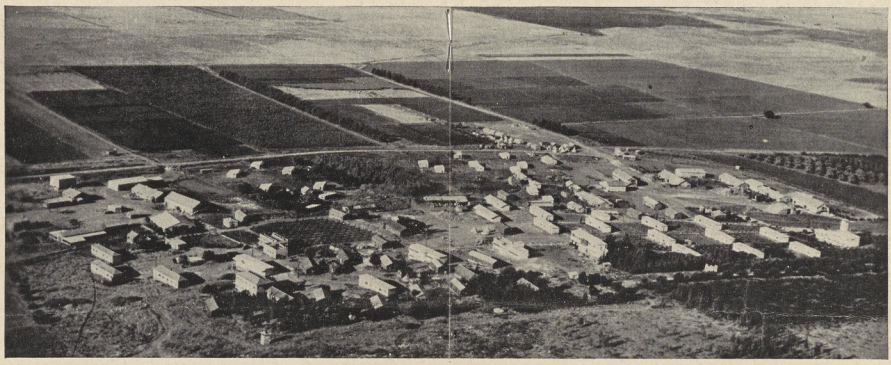
WHAT THE U. P. A. DOES

The funds raised by the United Palestine Appeal are used for the following major purposes:

1. To assist agricultural and cultural preparation of immigrants in European centers;
2. To direct Jewish immigration to Palestine on a systematic basis;
3. To meet Jewish immigrants on their arrival in Palestine; to assist them until places are found for them in agricultural settlements or urban centers; to provide them with supplementary training and vocational guidance;
4. To purchase the land on which Jewish settlements are founded; to develop water resources on the land; to afforest the land; and to lease the soil to settlers on renewable leaseholds, on the understanding that each settler will cultivate his own land and not exploit the labor of others—the land remaining the inalienable possession of the whole Jewish people;
5. To finance the establishment of settlements, which involves: the building of homes, barracks and barns; the provision of livestock and implements; the extension of agricultural training; the granting of credits until the settlement becomes self-sustaining;

6. To assist the educational system of Palestine which represents a great network of Hebrew schools providing for some 50,000 pupils; to promote every phase of the cultural, religious and institutional life of the country;

7. To promote every enterprise in agriculture, commerce, trade and industry which will tend to give employment and thus enlarge the capacity of Palestine to absorb additional immigration.



Only two decades ago the Valley of Jezreel was a desert waste. With the aid of the U.P.A. and the heroic labors of the pioneers it has been converted into a fertile valley.

WHAT THE U. P. A. HAS DONE

1. Between 1919 and 1939, the Jewish population has grown from 55,000 to 500,000. The United Palestine Appeal has helped this influx.

2. Between 1919 and 1939 the number of Jewish settlements in Palestine has increased from 65 to 250.

3. Between 1919 and 1939 the area of land in the inalienable possession of the Jewish people has been enlarged *twenty times*. The United Palestine Appeal helped provide the funds.

4. Between 1919 and 1939 the production of the citrus industry increased from 1,500,000 to 12,000,000 cases of fruit.

5. Between 1919 and 1939 the percentage of Jewish population earning its living from the soil has been raised from four to twenty-five per cent. The United Palestine Appeal helped in this restratification of Jewish labor.

6. Between 1919 and 1939 there has been a fifty per cent reduction in Jewish infant mortality in Palestine; also a similarly substantial reduction in Arab infant mortality.

7. Between 1919 and 1939 the highlights of Jewish advance in Palestine include:
   (a) The building of the Hebrew University in Jerusalem;
   (b) The growth of the all-Jewish city of Tel Aviv and the creation there of the first Jewish port in two thousand years;

Having escaped the shadows of oppression, these German-Jewish boys and girls begin their training as farmers in Palestine's agricultural colonies.

(c) The increase of Jewish factories and workshops from 1,700 to 5,000;

(d) An artistic and cultural advance which includes numerous daily, weekly and monthly publications in Hebrew, in addition to an extensive Hebrew literature, the development of the Hebrew theater and the founding of a Symphony Orchestra led by some of the foremost conductors, including Arturo Toscanini;

(e) The expansion of the Anglo-Palestine Bank, Palestine Electric Corporation, Palestine Potash, Ltd., and a series of other major enterprises which received their start with the help of the agencies in the United Palestine Appeal.

PALESTINE: OPPORTUNITY, FREEDOM, PERMANENCE

STATISTICIANS cannot count as fast as Jews are being made homeless. Every responsible Jew wants to assist Jews in lands of oppression so that they may survive. Every

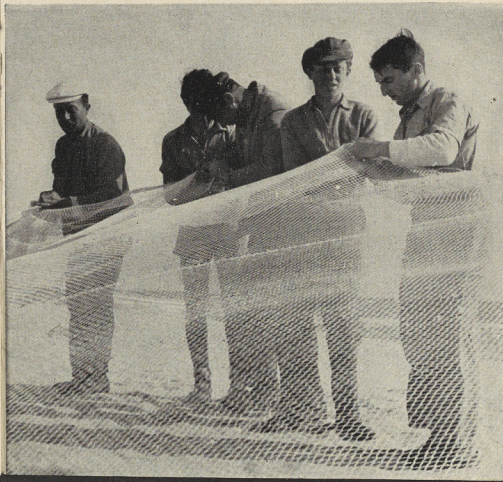
responsible Jew welcomes every effort to ameliorate the plight of Jews through retraining and through resettlement in other lands.

But the willingness of other lands to accept Jewish migration on a large scale has yet to be demonstrated. Moreover, it is the tragic experience of the past five years that Jews fleeing from persecution and misery in one land could never be certain that within a brief period they would not be compelled to flee elsewhere—after finding temporary refuge.

Jewish faith places its hope in the return of civilization to sanity. But force is so triumphantly enthroned today that thought must be given to the permanent solution of the problem of Jewish homelessness. The resources of the Jewish communities which are still free—as in the United States—and the spiritual and mental equilibrium of the wanderers demand that any solution of their problem provide: opportunity, freedom and permanence.

Palestine offers all three. There are difficulties and obstacles in Palestine. But in sur-

Young refugees enter a new industry as they establish a fishing village.



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mounting them, Jewish pioneers achieve peace and security. In other lands the hardships are rewarded. Only in Palestine can Jewish [illegible]ers fight to win a creative life for themand their children.

the purpose of the United Palestine Appeal to channel the sympathy of American Jewry for the upbuilding of Palestine.

In 1939 the United Palestine Appeal conducts its fund-raising effort through the United Jewish Appeal for Refugees and Overseas Needs.

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United Palestine Appeal,
111 Fifth Avenue (WF),
New York City.

Gentlemen:

Enclosed herewith is $.....as my contribution to the United Palestine Appeal for the furtherance of the upbuilding program in Palestine.

Name .....

Address .....

City .....

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